

31.7.2014

## Fade In Has the Pointe in Mexico

### Products Involved

#### Pointe®

Fade In is a young lighting design and rental company in Mexico City, run by well-known LD, programmer, director and operator Jesús “Chucho” Guevara, who last year decided to invest in Robe Pointes.

Chucho began his industry career 24 years ago as a DJ. He mixed music for numerous raves, EDM parties and nightclubs ... and one day was asked to take care of lighting maintenance at one of his regular clubs, which proved a valuable experience.

Sometime later he was inspired by Marc Brickman’s lighting design after seeing Pink Floyd’s ‘The Delicate Sound of Thunder’ DVD. This really fired his interest in lighting and after that, little by little, he started designing lights as a freelancer.

“After seeing that design, I visited the LDI exhibition in the US and actually met Marc personally! It was an amazing experience and he shared many of his professional experiences with me, after which I knew that was absolutely what I wanted to do full time,” Chucho explained.

His first lighting experiences included working for the JAS company in Mexico which no longer exists but at the time was a place where many local lighting technicians, operators, programmers and designers started their careers.

Chucho also worked for important Mexican companies that are still active like Procolor and Luzmila.

More recently, he became involved with the video and the lighting rental business through Fade In ... which now has eight Robe Pointes in its stock... “And I hope I’ll buy more very soon!” he said.

Fade In’s Pointes have been in constant use for both local and international shows and they are also in demand for them as a cross-rental item to other partners with Pointes like LED Project and Vatel Producciones.

“The Pointe’s optics are amazing! You can achieve so many effects thanks to the wide range of options and features. Saving on power and cabling also really helps with the investment value as you can make a rig look big with fewer fixtures!”

One of the first Robe devices he used was the workhorse ColorSpot 1200E AT back when he was first touring in the USA. "I wasn't familiar with the brand at that time, but today I can say that the Pointe is really amazing!" he states.

Chucho has worked with big names in the Mexican music industry and from abroad as well as consulting on installations, theatre productions, other shows and tours. His lighting experience is rich and varied.

On some projects he has also designed set and structures as well as collaborating on the concept, direction, operation and programming of the show, including Jaguares, Ricardo Arjona, Marco Antonio Solís, Temerarios, Espectáculo Jarocho, Alejandra Guzman, the opening of the TSM Santos Torreón Stadium, the Telehit Awards and Mexico's version of the long running and hugely successful musical 'Hoy No Me Puedo Levantar'.

For 14 years, he had been LD for Mexican rock and pop superstars, Maná.

Currently he is on tour with Mexican rockers Caifanes and soloist Saúl Hernández and he hopes to specify Robe products on their future riders.

